

**IN THE CLAIMS**

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1. (Original) An advertisement sales and management system comprising:
- (a) data storage means;
  - (b) data retrieval means;
  - (c) data processing means;
  - (d) database means; and
  - (e) a number of workstations, one or more of the workstations being adapted to perform one or more of tasks selected from a group consisting of:
    - (i) entering advertisement orders into the database means;
    - (ii) entering advertisement-associated data into the database means and retrieving advertisement-associated data from the database means;
    - (iii) entering customer-associated data into the database means and retrieving customer-associated data from the database means,the database means and the data processing means being adapted to at least store and manage data relating to:
  - (f) an advertisement customer;
  - (g) an advertisement order comprising data related to an advertisement or a group of related advertisements including:
    - (i) a medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published;
    - (ii) a schedule or schedules defining insertions of the respective advertisements in respective media to control publication of the respective advertisements;
    - (iii) contents of respective advertisements;
    - (iv) presentation elements of respective advertisements,the advertisement sales and management system being adapted to generate data defining the advertisement or the groups of related advertisements on the basis of entered order data, the advertisement sales and management system thereby constituting a single system supporting entry, sales and management of several related advertisements in several media based on entry of a single advertisement order.

2. (Original) An advertisement sales and management system according to Claim 1, wherein the data relating to the medium or media comprise data related to both printed and electronic media.

3. (Original) An advertisement sales and management system according to Claim 1, wherein the database means is adapted to store and manage, based on a single order, one or several versions of an advertisement, the version of an advertisement being identical to or different from other versions of an advertisement as published in the other insertions thereof according to the schedule or schedules defining insertions of the advertisement.

4. (Original) An advertisement sales and management system according to Claim 1, wherein the database means and the data processing means are adapted to store and manage substantially each insertion of an advertisement through a material data level that associates a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and
  - (b) presentation elements of the insertion of the advertisement,
- the material defining the visual and/or audible appearance of the advertisement when published in a medium.

5. (Original) An advertisement sales and management system according to Claim 1, wherein the contents of the advertisement comprise content elements selected from the group consisting of:

- (a) graphical information elements such as text or logos;
- (b) hyperlinks;
- (c) photos;
- (d) artwork;
- (e) sounds;
- (f) videos; and
- (g) animations.

6. (Original) An advertisement sales and management system according to Claim 1, wherein the presentation elements of the advertisement comprise presentation elements selected from the group of:

- (a) a size of the advertisement in a printed medium;
- (b) typeface or font;
- (c) font size;
- (d) co-ordinates for placement of text;
- (e) relative positions between graphical information elements;
- (f) colour of graphical information elements or parts thereof;
- (g) borders;
- (h) shading; and
- (i) three-dimensional effects.

7. (Original) An advertisement sales and management system according to Claim 1, wherein the media comprise media selected from the group consisting of:

- (a) newspapers;
- (b) magazines;
- (c) paper books or electronic books;
- (d) electronic newspapers;
- (e) electronic magazines;
- (f) news streamers;
- (g) inserts;
- (h) onserts;
- (i) posters;
- (j) running message displays;
- (k) news banners;
- (l) TV;
- (m) movies;
- (n) data carriers such as CD ROMs, DVD discs, magnetic discs, DAT tapes;
- (o) videos;
- (p) radio;

- (q) stationary telephones;
- (r) mobile (cellular) telephones;
- (s) teletext; and
- (t) public data networks including the Internet.

8. (Original) An advertisement sales and management system according to Claim 1, wherein data relating to schedules for a particular advertisement comprise or relate to data defining one or several insertions of the advertisement in each of the respective media, the physical presentation of the advertisement of each insertion being established on the basis of the date in the database means relating to contents and the presentation elements of the advertisement.

9. (Original) An advertisement sales and management system according to Claim 4, wherein a number of attributes are associated with substantially each insertion of an advertisement and stored in the database means, the attributes being selected from the group consisting of:

- (a) title of the specific species of the medium;
- (b) zone of the specific species of the medium;
- (c) section/classification of the specific species of the medium;
- (d) catch line;
- (e) author (created by);
- (f) creation time;
- (g) creation location;
- (h) the version of the advertisement as established by its material, publication start time, publication end time, IP-address, time- and/or event-related data for the publication of the insertion of the advertisement.

10. (Original) An advertisement sales and management system according to Claim 1, wherein the database means and the data processing means are adapted to store and determine the price of the advertisement order based on advertisement price data selected from the group consisting of:

- (a) the material of the advertisement;
- (b) the attributes associated with substantially each insertion of the advertisement;
- (c) the data relating to schedule or schedules;

- (d) media data;
- (e) the data relating to the advertisement customer; and
- (f) an advertisement order structure,

thus enabling calculation of the price of an order when the order has been fully defined.

11. (Original) An advertisement sales and management system according to Claim 10, wherein price data are relatable to advertisement data comprising customer contract or contracts data stored in the database means, thus enabling the price calculation to be based on customer price agreements.

12. (Original) An advertisement sales and management system according to Claim 10, wherein calculation and display of the price of an order is performed dynamically during establishment of the order, a price displayed on the display of the workstation reflecting the aspects of the order which have been defined or which are being defined.

13. (Currently Amended) An advertisement sales and management system according to Claim 1, further comprising a WYSIWYG editor adapted to support entering or editing contents and/or presentation elements of the advertisements, the [[SYSIWYG]] WYSIWYG editor being adapted to display, on a screen of at least one workstation of the system, the contents and presentation elements in the graphical representation defined by the data.

14. (Original) An advertisement sales and management system according to Claim 1, furthermore comprising data transferring means for communicating advertisement data from the database means to a file, the system or database means associated with an advertisement planning and/or production system.

15. (Original) An advertisement sales and advertisement system according to Claim 14, wherein the data transferring means is selected from the group consisting of:

- (a) address pointers;
- (b) serial or parallel databusses;
- (c) telephone networks;

- (d) LANs;
- (e) WANs; and
- (f) public networks including the Internet.

16. (Original) An advertisement sales and management system according to Claim 1, wherein the data stored and managed by the database means comprise user interface data defining a graphical user interface and/or other function parameters of an individual workstation or individual workstations, and/or the data model used from an individual workstation or individual workstations in the system.

17. (Original) An advertisement and management system according to Claim 16, wherein the user interface data are related to a target media for the advertisement or advertisements being sold or managed, and/or to a task of a workstation operator, and/or access rights of the operator.

18. (Original) An advertisement and management system according to Claim 16, which enables adaptation of the graphical user interface and/or other function parameters of the one or more individual workstations and/or the data model without modifying binary code of the system.

19. (Original) A method of managing advertisements in an advertisement sales and management system which comprises:

- (a) data storage means;
- (b) data retrieval means;
- (c) data processing means; and
- (d) database means; and
- (e) a number of workstations,

the method comprising the steps of:

- (A) entering advertisement orders into the database means;
- (B) entering advertisement-associated data into the database means and retrieving advertisement-associated data from the database means;

- 31
- (C) entering customer-associated data into the database means and retrieving customer-associated data from the database means;
  - (D) managing and storing by the data processing means and the database means, data relating to:
    - (a) an advertisement customer;
    - (b) an advertisement order comprising data related to an advertisement or a group of relating advertisements, including:
      - (i) a medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published; and
      - (ii) a schedule or schedules defining insertions of the respective advertisements in respective media to control publication of the respective advertisements;
      - (iii) contents of respective advertisements;
      - (iv) presentation elements of respective advertisements,
  - (E) generating data defining the advertisement or the group of related advertisements based on entered order data in the advertisement sales and management system,
- the method thereby supporting entry, sale and management of several related advertisements in several media based on entering a single advertisement order.

20. (Original) A method according to Claim 19, wherein the data relating to the medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published comprise data related to both printed media and electronic media.

21. (Original) A method according to Claim 19, wherein the method further comprises storing and managing one or several versions of the advertisement, the version of an advertisement being identical to or different from other versions of the advertisement as published in the other insertions thereof according to the schedule or schedules defining insertions of the advertisement.

22. (Original) A method according to Claim 19, wherein the method further comprises the step of associating a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and
- (b) presentation elements of the insertion of the advertisement,

thereby storing and managing substantially each insertion of an advertisement through a material data level provided by the association between the material and the substantially each insertion of the advertisement,

the material defining the visual and/or audible appearance of the advertisement when published in a medium.

23. (Original) A method according to Claim 22, further comprising the steps of:

- (a) retrieving contents and/or presentation elements associated with a previously stored insertion of the advertisement from the database means;
- (b) creating a version or versions of the previously stored advertisement by editing the retrieved contents and/or presentation elements; and
- (c) storing the version or versions of the advertisement in the database means as corresponding material or materials.

24. (Original) A method according to Claim 23, further comprising the steps of displaying and editing in a WYSIWYG editor, on a screen of at least one workstation, the retrieved contents and/or presentation elements associated with the previously stored version of the advertisement.

25. (Previously Presented) An advertisement sales and management system comprising:

- (a) a database structure for data storage and retrieval;
- (b) a computer processing system operable to access the database structure; and
- (c) at least one workstation coupled in communication with the processing system for inputting data thereto and receiving data therefrom,



wherein said at least one workstation, in co-operation with said processing system and said database structure, is:

- (d) capable of entering one or more advertisement orders via the processing system into the database structure and retrieving one or more advertisement orders therefrom;
- (e) capable of entering advertisement-associated data into said database structure and retrieving advertisement-associated data therefrom; and
- (f) capable of entering customer-associated data into said database and retrieving customer-associated data therefrom,

and wherein the database structure and the processing system are adapted to store and manage data therein relating to:

- (g) at least one customer associated with said one or more advertisement orders;
- (h) configuration data associated with each one or more orders concerning at least one group of related advertisements, such configuration data bearing information pertaining to:
  - (1) media in which said at least one group of advertisements is to be published;
  - (2) at least one schedule defining at least one insertion of respective advertisements in respective media to control publication of said respective advertisements;
  - (3) contents of said respective advertisements; and
  - (4) presentation elements of said respective advertisements,

the system being adapted to generate defining data identifying said at least one group of advertisements on the basis of said configuration data, and the system thereby supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order.

26. (Previously Presented) A system according to Claim 25, wherein:

- (a) said entry comprises responses, poll results and visit frequency;

- (b) said sale comprises pricing, accounting, contract handling of said one or more orders, processing of statistical information associated with said one or more orders, and sales automation; and
- (c) said management comprises defining, creating and reusing of several related advertisements.

27. (Previously Presented) A system according to Claim 25, wherein the configuration data relating to said media comprises data related to both printed media and electronic media.

28. (Previously Presented) A system according to Claim 25, wherein the database structure, in co-operation with the processing system, is operable to store and manage, based on a single order, at least one version of an advertisement associated with said single order, and control publication of said at least one version based on said at least one schedule.

29. (Previously Presented) A system according to Claim 25, wherein the database structure and the processing system are adapted to store and manage substantially each insertion of an advertisement through a material data level that associates a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and
  - (b) one or more presentation elements of the insertion of the advertisement,
- the material defining the visual and/or audible appearance of the advertisement when published in a medium.

30. (Previously Presented) A system according to Claim 25, wherein the contents of the advertisement comprise content elements selected from a group comprising:

- (a) graphical information elements such as text or logos;
- (b) hyperlinks;
- (c) photos;
- (d) artwork;
- (e) sounds;
- (f) videos; and

(g) animations

31. (Previously Presented) A system according to Claim 25, wherein the presentation elements of the advertisement are selected from a group comprising:

- (a) a size of the advertisement in a printed medium;
- (b) typeface or font;
- (c) font size;
- (d) co-ordinates for placement of text;
- (e) relative positions between graphical information elements;
- (f) colour of graphical information elements or parts thereof;
- (g) borders;
- (h) shading; and
- (i) three-dimensional effects.

32. (Previously Presented) A system according to Claim 25, wherein the media are selected from a group comprising:

- (a) newspapers;
- (b) magazines;
- (c) paper books or electronic books;
- (d) electronic newspapers;
- (e) electronic magazines;
- (f) news streamers;
- (g) inserts;
- (h) onserts;
- (i) posters;
- (j) running message displays;
- (k) news banners;
- (l) TV;
- (m) movies;
- (n) data carriers such as CD ROMs, DVD discs, magnetic discs, DAT tapes;
- (o) videos;

- (p) radio;
- (q) stationary telephones;
- (r) mobile (cellular) telephones;
- (s) teletext; and
- (t) public data networks including the Internet.

33. (Previously Presented) A system according to Claim 25, wherein data relating to one or more schedules for a particular advertisement comprise or relate to data defining one or more insertions of the advertisement in each of the respective media, the physical presentation of the advertisement of each insertion being established on the basis of a date in the database structure relating to the contents and the presentation elements of the advertisement.

34. (Previously Presented) A system according to Claim 29, wherein a number of attributes are associated with substantially each insertion of an advertisement and stored in the database structure, the attributes being selected from a group comprising:

- (a) title of a specific species of medium;
- (b) zone of the specific species of medium;
- (c) section/classification of the specific species of medium;
- (d) catch line;
- (e) author (created by);
- (f) creation time;
- (g) creation location;
- (h) the version of the advertisement as established by its material, publication start time, publication end time, IP-address, time- and/or event-related data for the publication of the insertion of the advertisement.

35. (Previously Presented) A system according to Claim 25, wherein the database structure and the data processing system are adapted to store and determine a price of said one or more advertisement orders based on advertisement price data selected from a group comprising:

- (a) the material of said one or more advertisements;

- (b) the attributes associated with substantially each insertion of said one or more advertisements;
  - (c) the data relating to said at least one schedule;
  - (d) media data;
  - (e) the data relating to the advertisement customer; and
  - (f) an advertisement order structure,
- thus enabling calculation of the price of an order when the order has been fully defined.

36. (Previously Presented) A system according to Claim 35, wherein price data are relatable to advertisement data comprising customer contract or contracts data stored in the database structure, thus enabling a price calculation to be based on customer price agreements.

37. (Previously Presented) A system according to Claim 35, wherein calculation and display of the price of an order is performed dynamically during establishment of the order, a price displayed on a display of said at least one workstation reflecting aspects of the order which have been defined or which are being defined.

38. (Currently Amended) A system according to Claim 25, further comprising a WYSIWYG editor adapted to support entering or editing contents and/or presentation elements of the advertisements, the [[SYSIWTG]] WYSIWYG editor being adapted to display, on a screen of at least one of said one or more workstations, the contents and presentation elements in the graphical representation defined by the data.

39. (Previously Presented) A system according to Claim 25, further comprising data transferring means for communicating advertisement data from the database structure to a file, the system or database structure being associated with an advertisement planning and/or production system.

40. (Previously Presented) A system according to Claim 39, wherein the data transferring means is selected from a group comprising:

- (a) address pointers;

- (b) serial or parallel databusses;
- (c) telephone networks;
- (d) LANs;
- (e) WANs; and
- (f) public networks including the Internet.

41. (Previously Presented) A system according to Claim 25, wherein the data stored and managed by the database structure comprise user interface data defining a graphical user interface and/or other function parameters of one or more of the workstations, and/or the data model used from an individual workstation or individual workstations in the system.

42. (Previously Presented) A system according to Claim 41, wherein the user interface data are related to a target media for one or more advertisements being sold or managed, and/or to a task of a workstation operator, and/or access rights of the operator.


43. (Previously Presented) A system according to Claim 41, the system operable to adapt the graphical user interface and/or other function parameters of said one or more individual workstations and/or the data model without modifying binary code of the system.

44. (Previously Presented) A method of managing advertisement sales, the method comprising the steps of:

- (A) providing a database structure for data storage and retrieval;
- (B) providing a computer processing system operable to access the database; and
- (C) providing one or more workstations coupled in communication with the processing structure for inputting data thereto and receiving data therefrom,

wherein said one or more workstations, in co-operation with said processing system and said database structure, are operable to execute the steps of:

- (D) entering via said one or more workstations, in co-operation with said processing system, one or more advertisement orders into the database structure and/or retrieving one or more advertisement orders from the database structure ;
- (E) arranging for said processing system in co-operation with said database structure to be capable of entering advertisement-associated data into said database structure and retrieving advertisement-associated data therefrom; and
- (F) arranging for said processing system in co-operation with said database structure to be capable of entering customer-associated data into said database structure and retrieving customer-associated data therefrom,

 and, using said database structure and said processing system, storing and managing data in the database structure relating to:

- (G) at least one customer associated with said one or more advertisement orders;
- (H) configuration data associated with at least one group of advertisements, such configuration data bearing information concerning:
  - (i) media in which said at least one group of advertisements is to be published;
  - (ii) at least one schedule defining at least one insertion of respective advertisements in respective media to control publication of said respective advertisements;
  - (iii) contents of said respective advertisements; and
  - (iv) presentation elements of said respective advertisements,

the system being adapted to generate defining data identifying said at least one group of advertisements on the basis of said configuration data, and the system thereby supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order.

45. (Previously Presented) A method according to Claim 44, wherein

- (a) said entry comprises responses, poll results and visit frequency;
- (b) said sale comprises pricing, accounting, contract handling of said orders, processing of statistical information associated with said orders, and sales automation; and

- (c) said management comprises defining, creating and reusing of several related advertisements.

46. (Previously Presented) A method according to Claim 44, wherein the data relating to the medium or media in which the at least one group of related advertisements is/are to be published comprise data related to both printed media and electronic media.

47. (Previously Presented) A method according to Claim 44, wherein the method further comprises storing and managing one or several versions of the advertisement, the version of an advertisement being identical to or different from other versions of the advertisement as published in the other insertions thereof according to the schedule or schedules defining insertions of the advertisement.

48. (Previously Presented) A method according to Claim 44, wherein the method further comprises the step of associating a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and  
(b) presentation elements of the insertion of the advertisement,

thereby storing and managing substantially each insertion of an advertisement through a material data level provided by the association between the material and the substantially each insertion of the advertisement,

the material defining the visual and/or audible appearance of the advertisement when published in a medium.

49. (Previously Presented) A method according to Claim 48, further comprising the steps of:

- (a) retrieving contents and/or presentation elements associated with a previously stored insertion of the advertisement from the database structure;  
(b) creating a version or versions of the previously stored advertisement by editing the retrieved contents and/or presentation elements; and



- (c) storing the version or versions of the advertisement in the database structure as corresponding material or materials.

50. (Previously Presented) A method according to Claim 49, further comprising the steps of displaying and editing in a WYSIWYG editor, on a screen of at least one workstation, the retrieved contents and/or presentation elements associated with the previously stored version of the advertisement.

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